



Impacting the Social Determinants of Health: The Role of the Community Health Worker

Public Health Leaders Conference

January 23, 2020



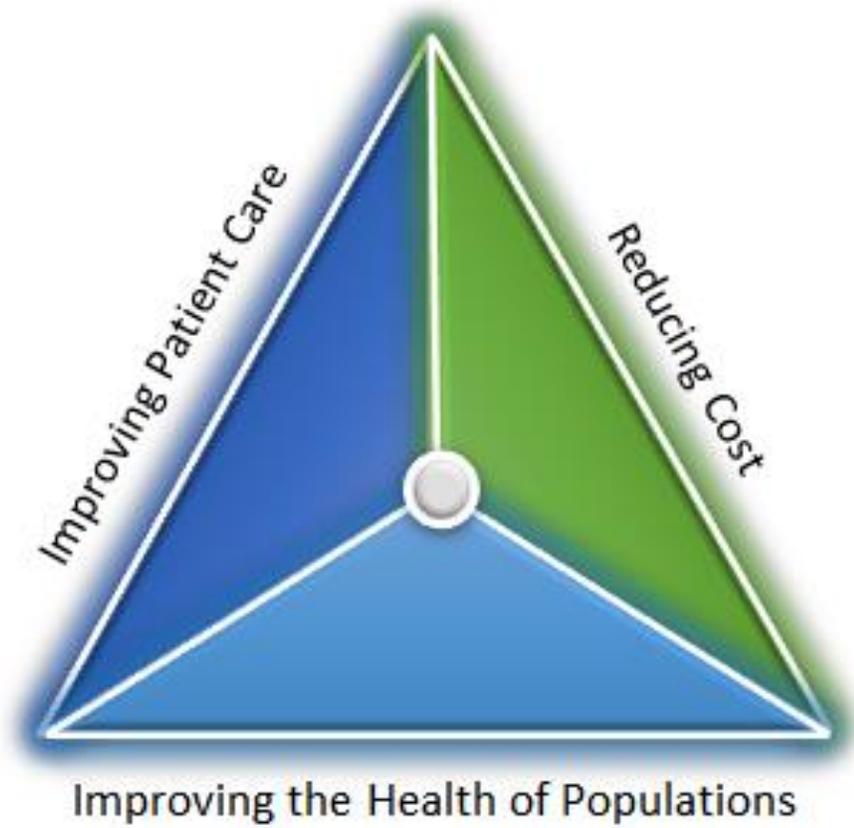
A “frontline public health worker who is a **trusted member** of and/or has an **unusually close understanding of the community served**. This trusting relationship enables the CHW to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery. A CHW also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and advocacy.

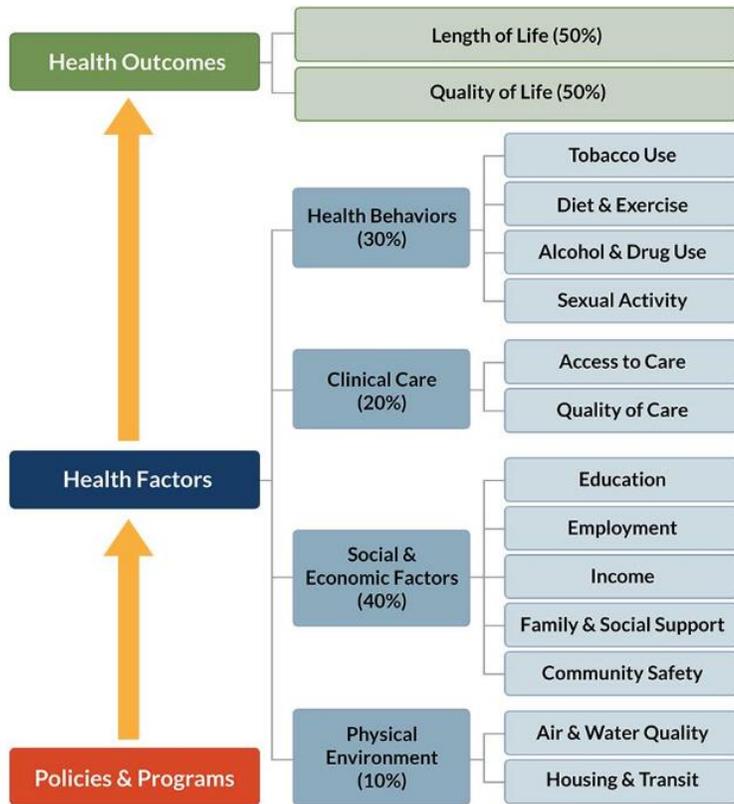
Job Titles

Promotoro/a de salud
Lay Health Advisor
Outreach Worker
Patient Navigator
Family Support Worker
Outreach Worker
Family Advocate

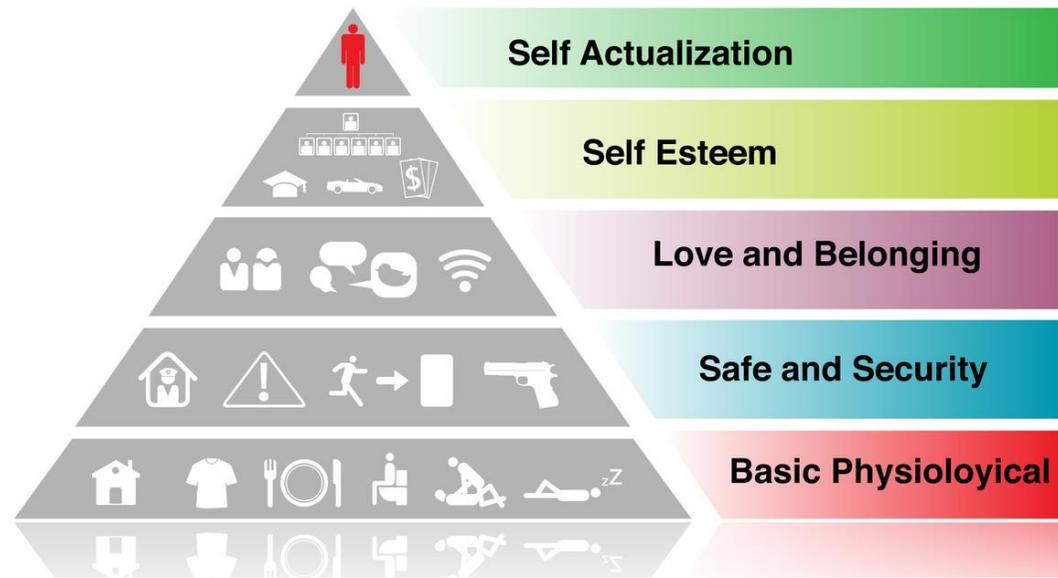
Community Advocate
Traditional Healthcare
Worker
Community Health
Educator
Health Advocate
Enrollment Worker
Peer Leader

Triple Aim





County Health Rankings model © 2016 UWPHI



Whole Person Health

A Multi-Sector Approach to Whole Person Care

- Community leaders engaged in health initiatives
- Cross-sector collaboration
- Resource sharing
 - Transportation
 - Food
 - Shelter
- Local healthcare providers committed to public health
- Active faith community
- Initiatives to combat substance abuse

Workforce Needs to Address Health

- Develop, train and strengthen workforce needed to support SDoH/Trauma Informed Care
- Case Managers
- Staff of Advanced Medical Homes (Care Coordinators, Nutritionists, Health Coaches, Pharmacists, Advanced Practice Nurses, Social Workers)
- Community Health Workers

Four Roles

Nine Competencies

Statewide
Standardized Core
Competency Training

Certification Processes



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Public Health

**COMMUNITY HEALTH WORKERS
IN NORTH CAROLINA:**

**CREATING AN INFRASTRUCTURE
FOR SUSTAINABILITY**

**Final Report and Stakeholder Recommendations of the
North Carolina Community Health Worker Initiative**



Community Health Worker Roles

- Cultural Liaisons
- Health Navigators
- Health & Wellness Promoters
- Advocates

9 Core Competencies

Communication Skills

Interpersonal Skills

Service Coordination Skills

Capacity Building Skills

Advocacy Skills

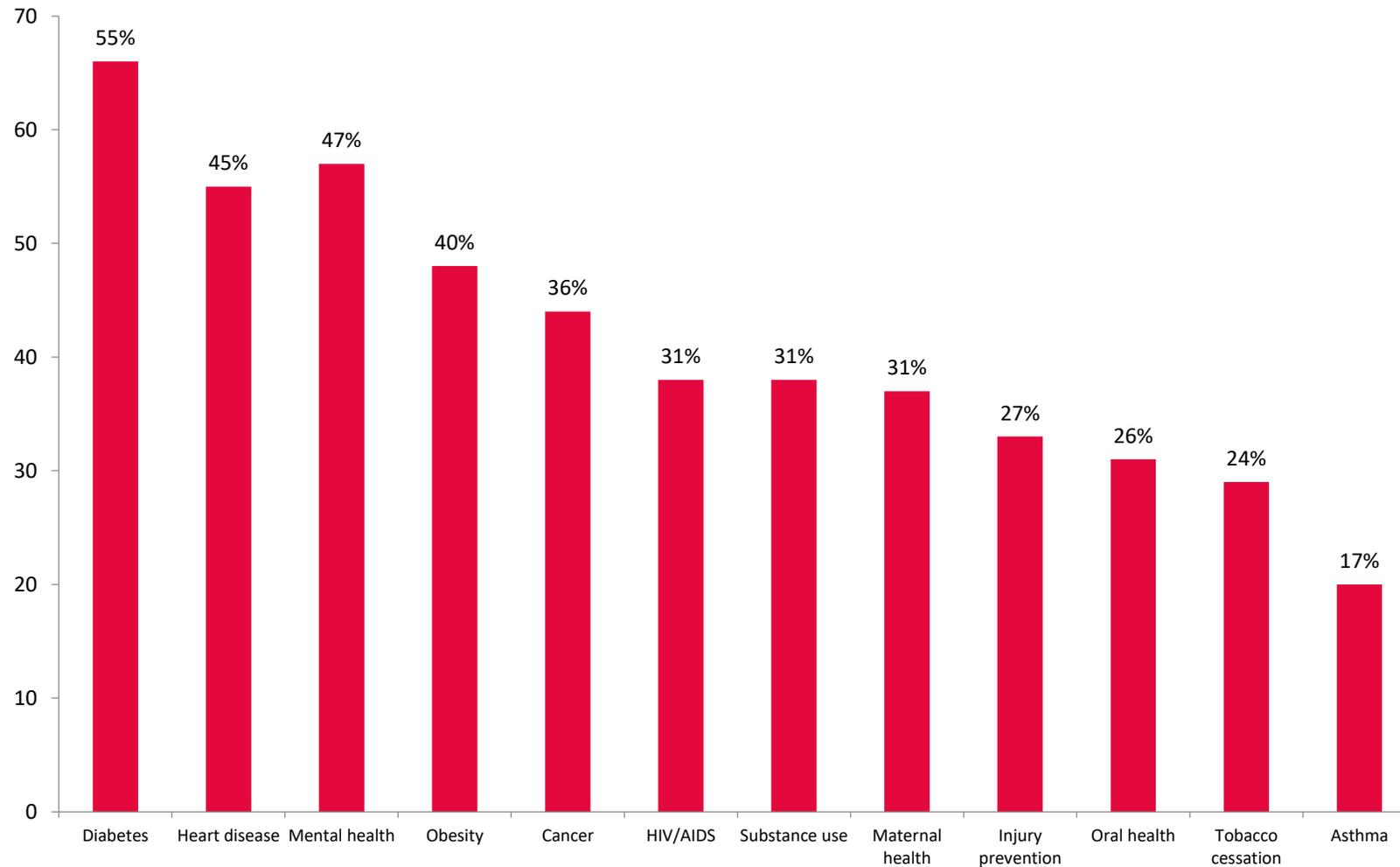
Education and Facilitation Skills

Outreach Skills

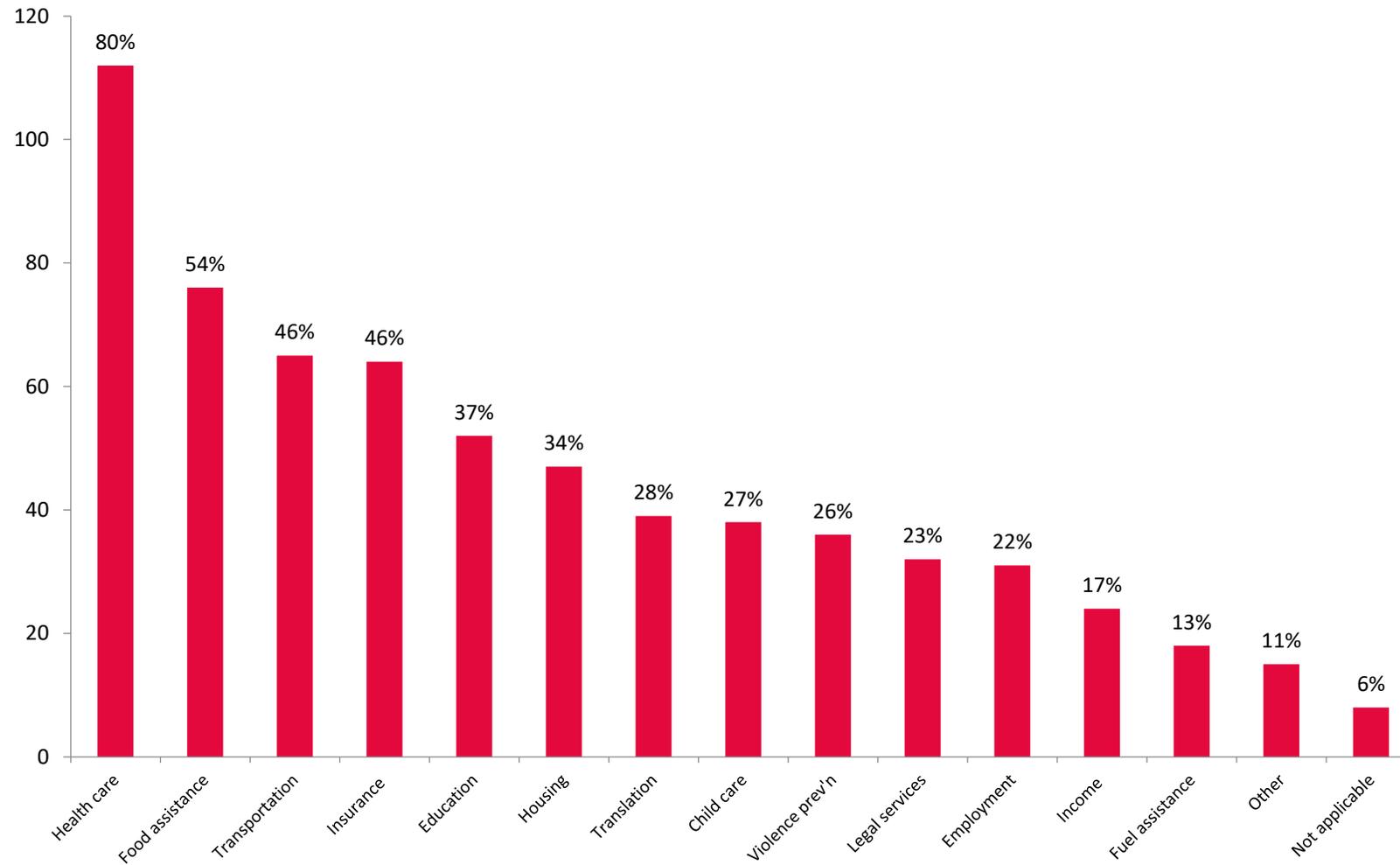
Knowledge Base

Personal Skills and Development

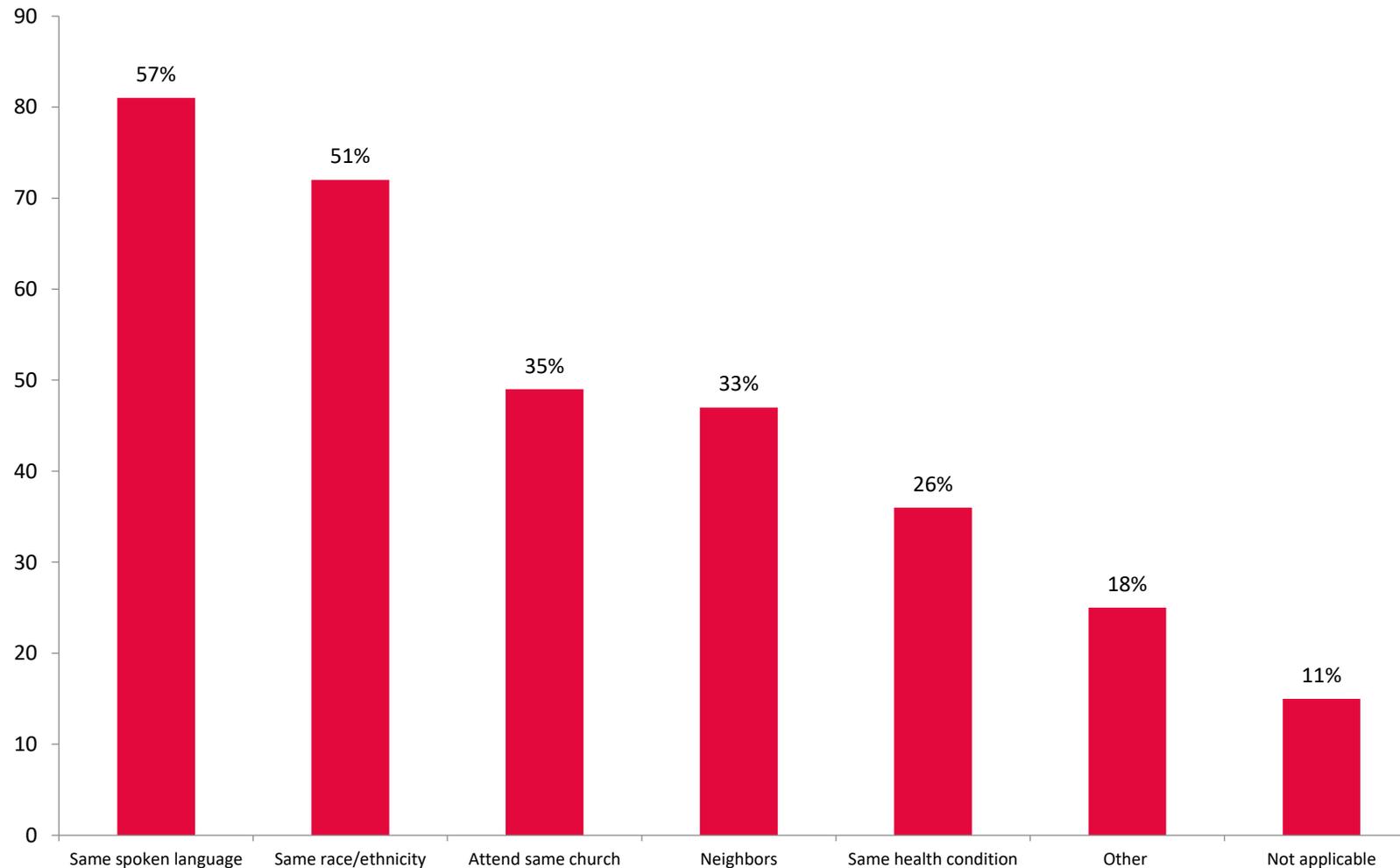
NC CHW Health Issues Addressed



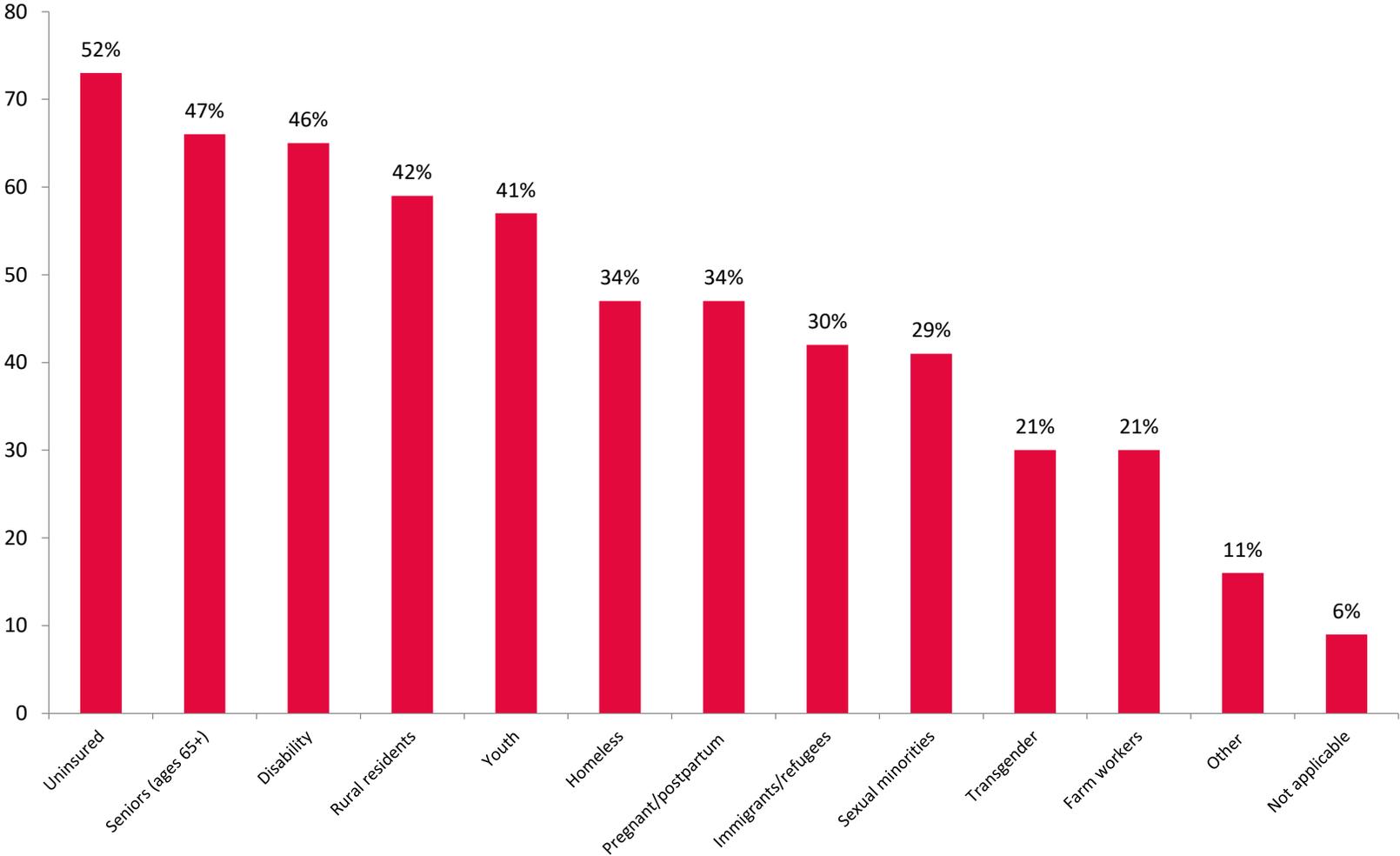
NC CHW Resource Connections



NC CHW Relationship to Clients



NC CHW Populations Served



The Role of CHWs

The role of the CHW/What
is a CHW?

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North Carolina Department
of Health and Human
Services Website

North Carolina Office of
Rural Health Website

